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Beyond The Brochure Has Been Seen In:

“Guilty Admissions: The Bribes, Favors and Phonies behind the College Cheating Scandal” by Nicole LaPorte, February, 2021.

The Hollywood Reporter, “Everybody’s Doing It”: Cheating Scandal Shows How Privileged Kids Fake Disability,” March 16, 2019.

The Hollywood Reporter, [The Hollywood Insider’s Guide To Los Angeles Private Schools](#), August 24, 2018.

[The BBC Newsday](#) on Thursday, June 28, 2018 discussing Ad Astra, the private school at Space X, founded by Elon Musk.

5 Best Mommy Blogs in Los Angeles on [Care.com](#), June 7, 2017.

Advice For Parents About Admissions & Waiting Lists, on [CBS-Los Angeles \(Channel 2\)](#) on March 15, 2017.

â€œA Tot Messâ€• [Los Angeles Magazine](#), September 2016

Nine Things To Know About Private Schools In Los Angeles on [KPCCâ€™s Take Two](#), March 25, 2016

How To Get Your Kids Into The Countryâ€™s Most Competitive Kindergartens in [DuJour Magazine](#), February 18, 2016

How Elon Musk Is Educating His Kids in [Quartz](#), May 29, 2015

Elon Musk Creates A School in [Business Insider](#), May 22, 2015

Harvard Class of 2028 Or Just Another Preschool? on [XOJane](#)

Beyond The Brochure named one of L.A.â€™s best mom blogs 2013 by [Mommy Poppins](#).

Elite Americaâ€™s Preschool Madness in [The Daily Beast/Newsweek](#), June 23, 2013

Pricey Summer Camps For LA Kids: Where Do You Summer? on [The Daily Truffle](#), June 9, 2013

LA Private School Momâ€™ â€œIt Bagsâ€• by Campus on [The Daily Truffle](#), August 25, 2013

Q&A With Wildwood Schoolâ€™s New Director of Admissions in the [Venice Patch](#).

L.A. Private School Spring Break Vacations: The Most Coveted Getaways! on [The Daily Truffle](#), March 27, 2013.

Black Friday: The Day Private Elementary Schools Send Out Admissions Letters on [The Huffington Post](#), March 2013

Black Friday, The Day Private Elementary Schools Send Out Admissions Letters on [The Daily Truffle](#), March 13, 2013

Fundraising at L.A. Private Schools on [The Huffington Post](#), February 25, 2013

Fundraising at L.A. Private Schools on [The Daily Truffle](#), February 20, 2013

Interview with Christina Simon on KOST 103.5 FM, Feb. 11, 2013 (link not available)

[The Hollywood Housewife](#) recommends *Beyond The Brochure* (and writes about her own preschool search).

The Hollywood Reporter, November 15, 2012 click [HERE](#)

Education Resources on Channel 2- [CBS.com](#)

Blog Review: March 19, 2012: *Beyond The Brochure* selected as one of L.A.'s best blogs by [Red Tricycle](#)

Beyond The Brochure Book Reviews:

- September 2, 2010: "Macaroni Reads" " [Macaroni Kid Pasadena](#)
- September 30, 2009: "Beyond The Brochure: An Insider's Guide To Private Elementary Schools In Los Angeles" " [KIRKUS Review](#)
- *Beyond The Brochure* on [Momangeles](#)
- Beyond The Brochure Press Coverage:
 - March 1, 2012, "Education Resources Moms Can Use" in [Santa Monica Macaroni Kid](#)
 - February 5, 2012, "The Pasadena Private Schools Race: Families Face Competition In Private Schools Race" - [Pasadena Sun](#)
 - January 5, 2011: "Battered Mommy Blogger Learns Valuable Lesson" " [FishbowlLA](#)
 - December 31, 2010: "The Musings Of A Private School Mother In Los Angeles," (scroll to page 13 in the PDF) " [Beverly Hills Courier](#) (link no longer available)
 - December 20, 2010: "Beyond the Brochure Authors Speaks at BHCC" " [Beverly Hills Courier](#) (no longer available)
 - December 3, 2010: "Mayim Bialik: Not in Gisele's 'Perfect Parenting' League" " [E! Online](#)
 - September 20, 2009: Christina and Porcha on KABC 790 radio Podcast (interview no longer available)
 - September 28, 2009: Porcha Dodson appeared on KTLA to discuss *Beyond The Brochure* (video no longer available) " [KTLA](#)

BACK TO SCHOOL



LOCAL MOM Christina Simon wrote guide to help parents get their children into the school of choice.

Guidebook tells how to ease school admission process

By Jane Gilman

Parents who receive a "fat" envelope in the mail from a school where their child has applied are ecstatic.

The bulging envelope means the youngster has been accepted, and it contains the necessary papers to be filled out for admission.

For a child to succeed in being accepted, she or he must

go through a process similar to auditioning for a movie role.

"Beyond the Brochure: An Insider's Guide to Private Elementary Schools in Los Angeles" is the book Christina Simon and her co-authors have written to provide parents with the right ammunition to have their child accepted in the school of choice.

It was five years ago that Simon first went through the rigors of applying to kindergarten at several private schools.

She wanted to find the right school for her daughter, Ryann Perlstein, and she didn't want a long commute from her Mansfield Ave. home.

Simon applied to four schools, but ruled one out when the parent interview went poorly. Parents as well as their offspring have to pass tests with school officials.

After a series of interviews and "auditioning" by Ryann, Christina received an acceptance letter from the school she preferred.

Parents need a roadmap to follow as they navigate through paperwork, deadlines and interviews at the city's top private elementary schools, so Simon decided to write a book.

The book's goal, said Simon,

is to help the parent find the right school for his child and to know what to anticipate.

Her co-authors are Anne Simon, her stepmother, who heads a private school in Virginia, and Porcha Dodson, a faculty member at the Curtis School in Los Angeles.

Kaisa Daum, a child and family psychotherapist and admissions consultant, also contributed to the book.

"Our book covers applications for kindergarten primarily since that is the point of entry to private elementary schools for most families. But we also discuss what is required when parents are applying for first to fifth grades (it gets more rigorous the higher the grade level).

"We also cover when to consider applying to developmental kindergarten (DK) which some schools offer (that's the level before kindergarten)," explained Simon.

Her father was a teacher at Hamilton High, and Christina

is a UC Berkeley graduate. She went on to get her graduate degree from UCLA in urban planning.

Working at home nights and weekends, Simon and her contributors are debuting the book this month.

Readers are guided step by step through the entire admissions process. This includes

parent testimonials, sample applications, how to apply for financial aid and sample letters of recommendation.

The trio of authors calls their company Fat Envelope Publishing to reinforce the end goal—receiving an envelope with a letter of acceptance and the myriad of literature required for admission.

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admin